

Reimagining (h)our Local Economy



hOUR Economy

- hOUR Economy is an alternative local economy based on time and relationships, rather than dollars.
- Anyone participating can “earn an hour” for time they spend helping neighbors, fellow business owners, or organizations that are also participating in hOUR Economy
- They can then spend that hour to receive services from neighbors, businesses, and organizations within the community
-the cycle continues



Logo created by hOUR Economy Member and local graphic designer Candace Farthing.

Research and Site Visits

- Idea caught fire during a couple of New Economy roundtables
- Researched models
 - Emulating Portland, ME
- PBS documentary
- NOLA, Media and C'ville



Get started

- In August ,we had a first adopters meeting
 - Educated about timebanks
 - Core working group immersed
 - Changed name to hOUR Economy
- Website design(paid for w/ hours)
- Bought Time Bank subscription
 - Timebanks.org
- Created Facebook page



Beta Testers

- In October ,we had a soft launch to work out bugs
- Set up sign up stations
- Walked people through concept and how database worked
- Got folks enrolled



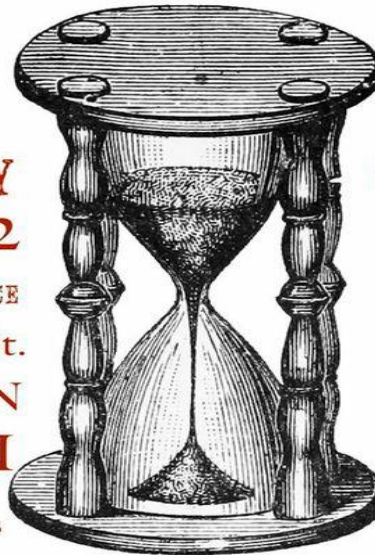
Kickoff

hOUR ECONOMY TIME TRADE

KICK-OFF CONVERSATION ON REIMAGINING OUR LOCAL ECONOMY

THURSDAY
11.15.12

VIRTUALLY SISTERS SPACE
16W. Beverley St.
STAUNTON
6-8 PM
refreshments



GUEST SPEAKER
Marie Goodwin
of TimeBank Media, PA

OTHER GUESTS:
Cville TimeBank
hOUR ECONOMY
EARLY ADOPTERS

& YOU
learn | share | join
3 hours earned for joining

MEET THE VALLEY'S NEW TIME BANK

learn more at houreconomy.org or info@houreconomy.org | co-sponsored by SCCF & Transition Staunton

Governance

- Steering Committee
 - Consensus Process
 - Proposal Generation
 - Meeting Schedule
- and Openness
- Working Groups
 - Values and Assumptions



Sounds great, but how does it work for Business?

- Enable microenterprises to access the suite of services they need for business operations (website design, accounting, consulting, marketing, coverage on sick days, etc.) on a platform other than debt –
 - meaning that whenever a microbusiness is able to acquire these services without having to borrow money,
 - their overall cash flow improves as does the viability of their business.
- This increases SCCF's and other lenders' ability to make loans for business costs that do need financing (inventory purchase, equipment purchases, etc), while simultaneously benefiting both the business and its entrepreneur.

Meet John Matheny



- John is the owner of Nu-Beginning Farm. He teamed up w/ Grains of Sense Coffee to open The Store.
- John needed a counter built before the opening.
- He bought the raw materials and paid a Master Carpenter, in hours, to build the cabinet.
- John was able to get amazing quality of work and he could have never afforded.

Building Community

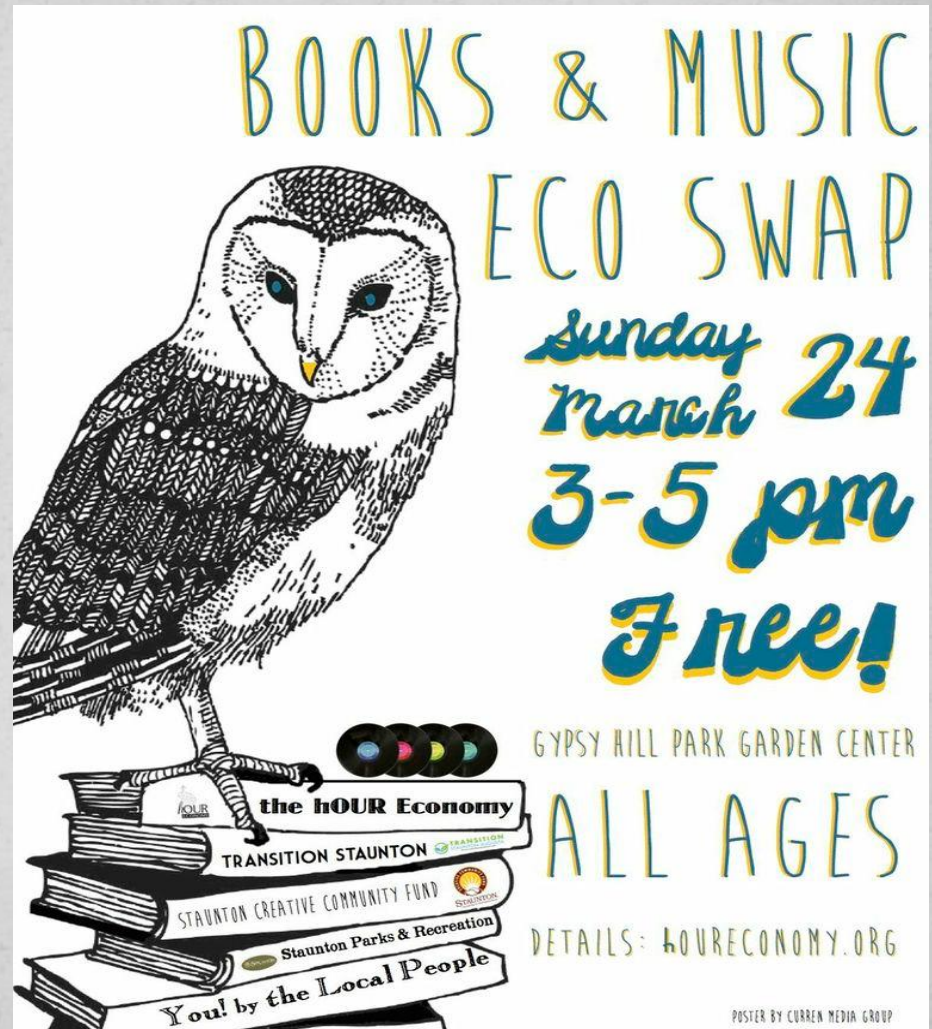
- Created a Facebook Forum
 - Give recommendations
 - Feedback
- Documenting stories
- Community Partners
 - Transition Staunton
 - Parks and Rec
 - SDDA
 - WDDI



Joy Boardman getting a massage from Gerry Stowers, owner of Meditation in Motion. Joy earned hours by attending meetings and volunteering for hOUR Economy.

Watch Us Grow

- Eco swaps
- Tool Library
- Gift Circles
- Shared Space
- Kindness
- Potlucks



You are the person You are looking for!

- Have Fun
- Create an Event
- Make a Friend
- Do Good
- Grow your Biz



Questions??



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www.stauntonfund.com

www.houreconomy.org